



K-12 Student Data Privacy

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Family Educational Rights and Privacy Act (FERPA)

- Federal law
- Protects the privacy of student education (scholastic) records
- Defines education records
- Provides certain rights to parents
- Transfers rights to students once they reach 18

Code of Virginia

§ 22.1-287 – Limitations on access to records

§ 22.1-287.01 – Student information and release to federal government agencies

§ 22.287.1 – Directory information

§ 22.1-288 – Furnishing information to public or private schools, colleges, or universities

§ 22.1-288.1 – Notation in school records of missing children

§ 22.1-288.2 – Receipt, dissemination, and maintenance of records containing certain law-enforcement information

§ 22.1-289 – Transfer and management of scholastic records

Children's Online Privacy Protection Act (COPPA)

- Federal law
- Imposes certain requirements on operators of Web sites or online services directed to children under 13 years of age
- Imposes certain requirements on operators of other Web sites or online services that have actual knowledge that they are collecting personal information online from a child under 13 years of age

What can happen?

- Data Breach
 - Intentional (hackers)
 - Unintentional (well-intentioned human error)
- Data Mining
 - Behavioral targeting (advertisements)
 - Sale of data
- Changing privacy terms and conditions without notice
- Using data for unauthorized purposes

What can we do about it?

- Training
- RFP and contract language
- Security policies
- Data use agreements
- Vendor certifications
- Transparency
- Data governance

K-12 Uses of Data

- Analytics
- Daily reporting
- Guidance
- Transportation
- School lunch
- Online learning
- State reporting

The Student Privacy Pledge

- Do not sell student information.
- Do not behaviorally target advertising.
- Use data for authorized education purposes only.
- Do not change privacy policies without notice and choice.
- Enforce strict limits on data retention.
- Support parental access to and correction of errors in their children's information.
- Provide comprehensive security standards.
- Be transparent about collection and use of data.

VDOE Privacy Protections

- Cell suppression on public data sets
- Contract language
- Restricted use data agreements
 - How will the data be used ?
 - How will the data be secured ?
 - When will the data be destroyed ?
 - Who will have access ?
- Non-disclosure agreements

Virginia Longitudinal Data System Privacy Video



Resources

- [VLDS Privacy Promise](#)
- [Student Privacy Pledge](#)
- [CoSN Privacy Toolkit](#)

Questions?

Thank You!

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